

Wisconsin Economic Development Corporation



Agency Performance Dashboard

Q1 FY2017

Economic Development

Businesses served - financial

Metric Definition: The number of WEDC financial awards committed to businesses.



| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 27 | 91 | 45 |  |

Reporting Cycle Quarterly (July 1, 2016 - September 30, 2016)

Additional Details Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY17. Historical data shows the first half of the year is expected to be lower than the second half.

Communities served - financial

Metric Definition: The number of WEDC financial awards committed to communities.

| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 10 | 47 | 17 |  |

Reporting Cycle Quarterly (July 1, 2016 - September 30, 2016)

Additional Details Derived from all programs that financially assist Wisconsin communities in FY17.

Leveraged investment - expected

Metric Definition The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 8 to 1 | 13 to 1 | 4 to 1 |  |



Reporting Cycle Semiannual (January 1, 2016 - June 30, 2016)

Additional Details Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month average paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

Efficient & Effective Services

Application timeline

Metric Definition Average number of calendar days from completed application to award decision date.



| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 37 | 26 | 31 |  |

Reporting Cycle Quarterly (July 1, 2016 - September 30, 2016)

Additional Details The average number of days from receipt of a completed application to when the award approval decision is made and applicant notified. It is typical to see large fluctuations based on factors like complexity of projects and program requirements.

Loan default rate

Metric Definition Percentage of loans in default on September 30, 2016.

| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 9.0% | 6.7% | 7.5% |  |



Reporting Cycle Quarterly (July 1, 2016 - September 30, 2016)

Additional Details Percentage of loans past due (90+ days) in principal on September 30, 2016. The target of 7.5% is the two-year average of the WEDC loan portfolio. The national average for economic development Revolving Loan Funds are approximately 10% (source: U.S. Department of Commerce, Office of Inspector General).

Customer Satisfaction



Website visibility

Metric Definition Website sessions

| Goal Met | Current | Previous | Target | Trend |
|---|---------|----------|--------|---|
|  | 75,193 | 145,045 | 68,750 |  |

Reporting Cycle Quarterly (July 1, 2016 - September 30, 2016)

Additional Details A session is the period of time a user is actively engaged with your website. All usage data (screen views, events, ecommerce activities) is associated with a session. Our annual target is 275,000.

| Generated leads from marketing | | | | |
|---|--|----------|--------|---|
| Metric Definition | Leads generated from marketing activities. | | | |
| Goal Met | Current | Previous | Target | Trend |
|  | 486 | 720 | 875 |  |
| Reporting Cycle | Quarterly (July 1, 2016 - September 30, 2016) | | | |
| Additional Details | Leads recorded in our customer relationship management system attributable to marketing activities. Our annual target is 3,500. We have reduced our online lead-generation quantity goals for FY17, focusing on increasing the quality of leads gained thorough this channel. However, we've left the total goal the same for the year (3,500) given our projection of leads likely to be generated by WEDC-hosted events. | | | |